

Canadian Markets for the Canadian Farmer and aid in the recovery of foreign markets

During the last 10 years
Canada's exports of livestock
have decreased by 65 per cent.

In the year ended March
1930 we imported:

42,000,000 lbs. of butter, and
41,000,000 lbs. of meat

In 1920 we exported to Eng-
land 220,000,000 lbs. of pork.

During the 9 months ended
March 1930 we only exported
21,000,000 lbs. to the same
place.

Give the Conservative Party a chance to a
"NATIONAL POLICY"



Cast your Ballot for "GRAHAM"
on 28th July.

Inserted by the Bow River Conservative Association

Local News

Buster Brown, who expected to move to Chamore, now plans to remain in this division for the present.

A. P. Thompson spent last week end with Mrs. Thompson and the boys at Bryan Lake where the family have a cottage.

Chas. Hagger has been appointed Wheat Pool elevator agent at Crowfoot.

Miss Frances Lator left last Saturday to spend a few weeks vacation at her home in Stettler.

Miss K. James, of the hospital nursing staff, left on Saturday afternoon for a two week vacation at her home in Vernon, B. C.

Dr. J. Matheson, a resident of Bassano for two years, when he was associated with Dr. A. G. Scott in town last Friday and Friday. Dr. Matheson has been in Detroit, Michigan, since leaving Bassano. He is now spending a vacation at his home near Grand Rapids.

Dr. Gordon, doctor at Abbotsford, who was an associate of Dr. A. G. Scott in Bassano about three years ago, was in town last Thursday and Friday calling on friends.

Dr. W. F. Keith went to Calgary Wednesday evening to play in the Calgary Herald polo competition. Dr. Simmons, of Gleichen, is in charge of the side during Dr. Keith's absence.

Mrs. A. W. Flanagan of Button is visiting in Bassano with her son Arthur Flanagan.

Miss A. Clarke, of Medicine Hat, has been visiting Mr. N. W. Simpson for the past ten days.

Mrs. A. E. Stewart and daughter are visiting with relatives in Vernon, B. C.

Mrs. S. Leonard is spending a holiday with her brother in Saskatchewan.

Mr. and Mrs. W. S. Welsh and children of Makewell are visiting in Bassano last Sunday at the S. Leonard home.

Miss Helen Johnson, nurse in training at Calgary, is home visiting with her parents, Mr. and Mrs. Jas. Johnson.

CARD OF THANKS
The floral tributes and many kind messages extended to us during our recent bereavement are most deeply appreciated.

Mr. and Mrs. F. Garrow and Family

THE TRUSTS AND GUARANTEE COMPANY LIMITED
Public Administrator,
130 Eighth Avenue, West
Calgary, Alberta, Canada
H. A. Howard, manager

ONE GOOD RECIPE MAKES A COOK FAMOUS

The Taints Have It
District Attorney Bob Stewart objected to Rogers calling the State's evidence "tainted testimony." His objection was sustained by Judge George F. Hesey, before whom the

case was being tried.
"The testimony isn't tainted," Stewart declared.
"Taint," replied Rogers.
"Taint," voiced Judge Hesey.

IT IS SO MODERN AND COMPACT with four exclusive features



NEW LOW
PRICES

Hotpoint
HI-SPEED
RANGE

IT'S a beauty . . . this newest Hotpoint Hi-Speed Range. So compact it fits the smallest kitchen! So modern it makes the cooking of meals a joy!

The beauty of its trim, graceful line is enhanced by attractive harmonics of cream white and dove grey. And only Hotpoint can offer you indestructible Hi-Speed Elements (latest and most economical by test) . . . rugged All Steel Construction . . . and Stain Resisting Enamel Finish.

Let us demonstrate the Hotpoint Hi-Speed Range . . . priced as low as \$85. . . . and explain the convenient terms which make ownership easy.

DESIGNED by WOMEN for WOMEN



CALGARY POWER COMPANY

CANADIAN GENERAL ELECTRIC CO.
Head Office  Toronto
HR-100-D

CANADIAN GENERAL ELECTRIC PRODUCTS
may now be purchased from the Calgary Power Company
on a simple payment plan. Balance to be paid
in installments with your regular monthly light bills.
For full information, apply to the local representative of
CALGARY POWER COMPANY, LIMITED

There Is Money In It

Farmers find there's money in milking cows and selling the cream.

Ship your cream to us—we give accurate grade and weight, and pay market prices.

BASSANO CREAMERY
Bassano, Alberta Phone 33

To Soothe Parched Throats!
... Alberta's Beverage Classics are

CANADA'S FINEST BEERS

cooling, refreshing,
healthful, appetizing

WAREHOUSE AT BASSANO

DISTRIBUTORS LIMITED

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Binder Twine



We sell the best --
McCormick-Deering
 Gives splendid satisfaction in harvest fields everywhere

Put up in The Big Ball

Currie & Milroy Ltd., Hardware
 Bassano and Hussar

MARIE LOUISE CORSELETTES

With Elastic Inserts and Inner Belt made from fancy braided Pink Cloth; price **\$2.95**
GIRDLES, wide elastic inserts, pink satin front and back, bone supports **\$1.50**

HAND RUGS
 Size 18 x 27: price only **25c**
 Fine quality hemmed sheets, even thread.
 Double Bed size **\$1.65**
 Extra Large **\$1.85**

PATTERNS
 The Simplicity Pattern makes dressmaking easy: one price only **15c**
HOSE
 3/4" HOSE, not seconds; SPECIAL **89c**

Dr. Scholl's Arch Supports and Foot Corrections
 EXAMINATIONS **FREE**

Groceries

HOT WEATHER DISHES — EASY TO PREPARE

CORNED BEEF, per lb **25** **VEAL LOAF**, per lb **25**
QUICK DINNER, per lb **35** **ROAST BEEF & GRAVY**, per lb **35**
TROUT, very fine, per lb **20** **KIPPERED HERRING**, 2 lbs **25**
ORANGES, medium size, per dozen **40c** **BANANAS**, 2 lbs for **25c**
PEACHES — WATER MELONS — PLUMS — CHERRIES

JAMES JOHNSTON, "The Quality Store"

Groceries : Confectionery

Crockery

Fresh Fruit and Vegetables
 arriving daily

ICE CREAM

BULMER'S STORE

Bassano Trading Co.

PHONE 95 -- The Store that Lowered the Cost of Living

Specials for the Week-end

BRAIDED LANKA TEA, in 1/2 lb. pckg. **25**
SQUIRREL BRAND PEANUT BUTTER, in 1 lb. tin **21**
DEL MONTE PINEAPPLE, sliced or crushed: 2 lbs for **35**

SHRIMPS, dry or wet pack, per can **23**
MOTHER'S COOKIES, a real buy; per doz. **10**
BRUNSWICK SARDINES, 4 lbs for **25**
HEINZ SALAD DRESSING; per can **29**

Specials in Men's and Boys' Clothing
 Shirts, Socks, Underwear, Ties, Belts, Garters, etc.

A full line of Fruit and Vegetables
 for the Week-end

Local News

L. Lendrum, of Duchess, was kicked by a horse and suffered a broken jaw and bruises. He was brought to the Bassano Hospital for treatment.

A son was born to Mr. and Mrs. N. H. Christensen, of Chancellor, on Tuesday, July 22; at the local hospital.

A daughter was born to Mr. and Mrs. Miles Clemens, of Majorsville, on Sunday, July 20, at the Bassano Hospital.

DISCUSSION RULES FOR FARM — PROSPERITY

OTTAWA, July 23.—The following rules have been formulated by agricultural experts here as an aid to better and more lucrative farming:

(1) Farm because he loves it; for personal pleasure, not for things they are not interested in.

(2) He should adopt a sound financial policy in his individual farm operation, and investment of any surplus funds which he accumulates should be in securities which can be converted quickly into cash when necessary. Farmers should be men who invest their surplus funds in good stocks and not necessarily allied with their own business, with a daily market value so they can be immediately converted into cash if and when in their business, farm or other possible, should lose this principle.

(3) Plan his work; keep in close touch with his provincial agricultural college, experiment station, and county agent.

(4) Have his soil analyzed and understand soil and productive land; base his production on demand as near as possible, and produce quality products.

(5) Join with his neighbors in organizing a co-operative marketing association through which to sell his products because in union there is strength.

CRAWLING VALLEY NEWS

Mr. and Mrs. J. W. Robins and Mrs. R. Robins were Bassano callers last Thursday.

Half did considerable damage in this district last Thursday.

Mr. and Mrs. R. Whitney made a trip to Brooks last day last; Mr. E. Currie had a trip to Dorothy.

Mr. and Mrs. Roy Robins entertained as dinner guests on Sunday.

Mr. and Mrs. Ralph Robins and son; Mrs. Evelyn James and son and Mr. and Mrs. Billie Haws and daughter of Heynon, and the Ferguson twins of Coopers.

Miss Vivian Currie is visiting in Hussar.

Self Boiled
 "Where did you get those big, tender, sympathetic eyes?" she cried.
 "Oh," replied the sailor, "they came with my face."

Kerr-Spiled
 He (bragging about ancestry) — "Yes, my father sprung from a line of peers."

Bored Listener: "Did he drown?"

KNOX PRESBYTERIAN CHURCH
 Rev. P. C. McCrae, minister

Sunday, July 27, 1930

11 a.m. — Combined Service and Sunday School; subject: "A Leader in a National Emergency."

2 p.m. — Community Service at Lathrop Sunday School preceding Service.

Everybody Welcome

Here and There

(65) A new queen of the Pacific will pay homeward August 24 to a former Queen of the Pacific, the Canadian Pacific liner *Empress of Japan*, new 26,000 ton flagship of the Canadian Pacific Fleet, steam through the Narrows to receive Vancouver's vociferous applause.

Just before reaching Brockton Point she will pass the 100th flag, will dip her ensign, the dragon will be red again, head which is on its pedestal in Stanley Park overlooking the waters of Burrard Inlet. The figurehead of the *Empress of Japan*, scrapped and sold in 1922 after 31 years of service between Canada and the Orient.

Impressively simple ceremonies will be held in the hall of the Royal Canadian Yacht Club, for the late F. E. Trauman, for the past 18 years Canadian Pacific Fleet's Yacht Master in Western Canada. He was buried in the city where a large part of his career as a naval officer was spent. Mr. Trauman was passed as editor of the *First William Times-Journal*. This ship is the Port of Vancouver. The *Empress of Japan* was officially represented as well as a large number of state officials and their last respects.

McKee's Stores

The Grocery Store

For Saturday and Monday, July 26 and 28

CHICKEN ROLLIE, per lb **23**

Jams are going to be much higher.

STRAWBERRY JAM, Nelson brand; a good brand, per lb **59**

RASPBERRY JAM, Nelson brand; per lb **59**

CHEERY JAM, Nelson brand; per lb **59**

PLUM JAM, Aylmer brand; per lb **43**

PRUNE JAM, Nelson brand; per lb **43**

CHEERIES, gallon tins; **8 1/2 lbs**; pitted cherries in each tin; per lb **1.15**

VELVET COFFEE, 5 lb. tins; cup and saucer in each tin; per lb **2.65**

CLAMS, very tender; per lb **25**

PANTRY FLOUR, A. G. brand; 6 lb. bag **35**

PINEAPPLE MARMALADE, Wagstaff's, quart glass jars, each **55**

PINEAPPLE, Libby's fancy quality; No. 2 tins **31**

PUMPKIN, No. 2 1/2 lbs, each **17 1/2**

CERTO, the Concentrated Fruit Pectin; per bottle **35**

LUX, **3 pkts** **29**

CANDY, brilliant mixture **2 lbs**, **35**

CANNED PEAS, Tip Top brand, 3 lbs **55**

TOILET PAPER, A. G. brand, 7 rolls **25**

Preserving Fruit Jars and Fittings

We have on hand a good selection of Fruit Jars and Fittings, such as Kerr's Wide Mouth Mason Jars, Perfect Seal, Gem and any other make that may be on the market.

Also fittings such as covers for wide and small Mason Jars, Glass Tops for Perfect Seal and Gem, Metal Rings for Gem and Rubber Rings for Perfect Seal and Gem.

Preserving Fruit

One information is that Strawberries for preserving are over; Raspberries practically finished this week. Apricots gradually drawing to a close. Blueberries arriving during the coming week. Bing Cherries almost finished, but plenty of Lamberts this week. Olivettes and Morellos are starting to move. Quality is very good. Supplies will not be heavy and market will be firmly held.

Dry Goods Department

LADIES' SILK HOSE

Ladies' Pure Silk Full Fashioned Hose; perfect goods, our regular stock, in all the newest colors; sizes **8 1/2**, **9**, **9 1/2**, **10**; selling regularly at **\$1.50**; weekend price **\$1.20** a pair



TAN CALF PUMPS

Few pairs of Ladies' Tan Calf Pumps, with **Stop**, **Buckle**, and **Tongue**; Invicta quality; regular **\$6.50**; an exceptional buy at **\$4.95** a pair

Big Special-Lovely Floral Organdie
 In **3 1/2** yard lengths that were regularly sold at **\$5.25** per length.

\$2.95 a length

Men's Wear Department

HERE ARE

Three EXTRA SPECIALS

for Saturday and Monday

3 only, but Real, Red-Hot Values

Come Right in and Buy

Men's Work Shirts

The well known G. W. G. quality. These we bought at an exceptional reduction, and we pass it on to you. They come in Woven Checks, in various colors, and are absolutely guaranteed for wash and hard wear. Regular **\$1.75** shirts for —

\$1.25 each

Whipcord Pants

Made from an exceptionally hard wearing English Whipcord. A good buy at the regular price **\$3.50**; our price for the week-end —

\$2.95 a pair

Bib Overalls

The famed Master Mechanic Overalls of guaranteed quality; well made and roomy; our regular **\$2.50** line; for the weekend, our price —

\$1.95 a pair

McKee's Stores

Telephone 9: "Always at Your Service": P. O. Drawer 345